MicroCare®
Discover Perfectly Clean

Advances in Critical Cleaning

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International Electronics Group Selects Sticklers® Cleaners for "Best Practices"

Starting early in 2016, the Electronics Technicians Association International ("ETA") will be featuring the Sticklers® fiber optic cleaners in the very first edition of their new "best practices" technical bulletins ("BPB") distributed to all their members.

The reason for the BPB guides is to supplement other industry standards, such as those from ISO, IPC and iNEMI. The ETA standards are to be a quick reference, practical guide to help the techs who need a fast answer. This publication will define the best practices for cleaning fiber optic connectors because so many electrical techs today are being tasked to handle fiber installations as well as electrical.

"As technology evolves, industry standards are not keeping up," notes Sticklers® product manager Brian Teague. "Standards can take five years or more to develop. That's why these Best Practice Bulletins (BPB) are being developed: to fill the gaps. BPBs will be application-specific documents in an easy-to-understand format; a quick 'how-to' refresher on a smartphone that could mean the difference between success or failure."

At Sticklers, installation problems are a story heard every day. The cleaning techniques of decades ago are not keeping up with requirements for improved network speed and performance. For example, Sticklers team just received this email from a client in New Zealand:

"Fibre cleaning is a very hot topic in NZ currently. Connections to the Fibre-to-the-Home network [they] are building are increasing faster than they can handle. This is bringing lots of less-skilled labour into the workforce. It's interesting that they are now starting to agree with many of the published figures about the percentage of faults being caused by dirty connectors. The good news is that they are promoting the Sticklers® CleanClicker® cleaner as the recommended cleaning device… the High Volume Cleaning Kits include the CleanClicker® cleaners as a mandatory item for their contractors."

ETA and this client both are correct: provide technicians with the right tools and they will do a better job. That means faster, more reliable networks operating at lower costs. It's a win-win for everybody involved.

About MicroCare

MicroCare Corp. is an industry-leading manufacturer of high-performance products used for critical cleaning, coating and lubrication. These products and tools improve quality, reduce operating costs and help protect the environment. Since 1983 MicroCare has helped clients improve their processes in industries as diverse as electronics assembly, telecommunications, aerospace and transportation, medical devices and other precision cleaning applications. MicroCare is constantly innovating new cleaning products and processes to help customers reduce costs and improve quality.

MicroCare Corporation
595 John Downey Drive
New Britain, CT 06051 USA
Tel: +1 860 827 0626
Email: Support@MicroCare.com

MicroCare América Latina
El Paso, TX USA
Tel: +52 (1) 656 670 1647
Email: AgustinM@MicroCare.com

MicroCare Europe
Havendoklaan 13d
Cargovil, B-1804 Belgium
Tel: +32 2 251 9505
Email: EuroSales@MicroCare.com

MicroCare Europe (UK)
Regus Building, Ground floor
1200 Century Way, Thorpe
Park Business Park,
Colton, Leeds UK LS15 8ZA
Tel: +44 (0) 7525 965851

MicroCare Asia
#03-01 Citilink Warehouse
102E, Pasir Panjang Road
Singapore 118529
Tel: +(65) 6271 0182
Email: Sales@microcare.sg

The Sticklers® team is pleased ETA has decided to feature the Sticklers® fiber optic cleaners in their first bulletin. While this is not an endorsement or a specific recommendation by ETA, it is an indication to all of the fiber optic techs certified by ETA that the Sticklers® M38999 training process leads the industry in every way.

About ETA

Founded in 1978, ETA represents the people and the companies at the heart of the electronics industry world-wide, from the technician to the corporate institution. ETA has more than 80 certification programs and 150,000 technicians now work more safely and more profitably with ETA certifications. ETA-certified professionals work for many well-known companies like Motorola, Google, ESPN, Disney and the United States military.

What does the future hold? There's always more work to be done, but ETA would like to add YouTube videos which Sticklers® fiber optic cleaners will lend technical support. Beyond that, the sky really is the limit.

MicroCare Wins "Service Excellence Award"

MicroCare Corp. has been honored with the 2016 Service Excellence Award sponsored by *Circuits Assembly Magazine*. The award was presented to MicroCare at the IPC Apex Expo in Las Vegas.

The Award surveys actual customers from each nominated company. The survey compares performance across five parameters: dependability, quality/accuracy, responsiveness, product technology, and value. MicroCare delivered outstanding customer service in 2015, according to the survey results, scoring an average of 6.67 points on a scale of 1-7. Client comments included such plaudits as "They are responsive and follow-up on details" and "I have never had one quality issue with a MicroCare product." Another client reported, "[MicroCare] is acutely attentive to our needs."

"There is nothing more important at MicroCare than meeting our clients' requirements," said Mr. Tom Tattersall, MicroCare C.O.O. "Customer service isn't a department at MicroCare, it's a way of life."

Products Mentioned in This Newsletter

The Sticklers® fiber optic cleaners deliver perfectly clean ports and jumpers every time, all the time, even in harsh environments. The Sticklers® family includes a cleaning fluid, a dust remover, mechanical cleaning tools, cleaning swabs, lint-free wipes and cleaning kits. Most uniquely, the Sticklers® fibre connector cleaning fluid cleaned replaces old-style alcohol cleaners, out-performing and out-cleaning IPA in every test. The Sticklers® CleanWipes™ also out-performed old-style paper wipes and cartridge cleaners at a far lower cost than those products. For more details, visit www.SticklersCleaners.com.